

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street, Room 1130
Sacramento, CA 95814
Telephone: (916) 323-5079

WEBSITE ADDRESS:
<http://caag.state.ca.us/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

2000 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1 (Recently enacted).

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:

CF Number 414

Factor Direct LTD

Name of Commercial Fundraiser

11500 West Olympic Blvd., Suite 540

Address of Commercial Fundraiser

Los Angeles CA 90064

City, State, and ZIP Code of Commercial Fundraiser

Telemarketing held (on) (from) 1/1/2002, 200, to 5/31/2002, 200
(Type of Activity) (Date or dates must be shown)

Name and Address of Charitable Organization or Charitable Purposes:

CT No. 52108 F.E.I.N. No. 13-3039601

The Alzheimer's Association

Name of Charity

919 North Michigan Avenue, Suite

Address of Charity

Chicago IL 60611-1676

City, State, and ZIP Code of Charity

1. REVENUE
- A. Cash contributions
 - B. Entertainment sales or admission charges
 - C. Sales from products
 - D. Advertisement sales
 - E. Membership fees
 - F. Other sources: (Specify)
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - G. TOTAL REVENUE

- 29,068.00 A.
____ B.
____ C.
____ D.
____ E.
____ Fa.
____ Fb.
____ Fc.
____ Fd. 29,068 G.

2. EXPENSES
- A. Fees or commissions
 - B. Salaries
 - C. Payroll taxes
 - D. Employee benefits
 - E. Cost of merchandise for resale
 - F. Cost of entertainment
 - G. Postage
 - H. Advertising
 - I. Telephone
 - J. Rental of equipment
 - K. Facilities charge
 - L. Permits
 - M. Other expenses: (Specify)
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - N. TOTAL EXPENSES

- ____ A.
____ B.
____ C.
____ D.
____ E.
____ Ma.
____ Mb.
____ Mc.
____ Md. 15,480.03 N.
13,587.97 3.

Please see attached
breakdown of expenses

3. Distribution or net to charitable organization or charitable purposes

4. (a) Is any officer, director, partner or owner of the Commercial Fundraiser in any way affiliated with or control, directly or indirectly, the charitable organization for which the Commercial Fundraiser has contracted to solicit?

☒ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fundraiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 4(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature: Alan Facker Title: President Date: 7-1-02
Signature: DANIEL WILLIAMS Title: VP Finance & Tech. & CFO Date:
Signature: Stephen McConnell Title: Interim Pres & CEO Date:

Attorney General's
Registry of Charitable Trusts

AUG 06 2002

RECEIVED

400900

Facter Direct Ltd
Campaign Expense Allocation

	\$	15,480.03
Printing		
Postage	\$	359.46
Telephone	\$	906.32
Payroll	\$	851.56
	\$	5,299.83
Employee benefits		
Rent	\$	394.22
Office manager	\$	845.55
	\$	1,834.85
Utilities		
Equipment	\$	193.19
Recruitment	\$	187.07
Computer Programming	\$	131.77
Office expenses	\$	111.92
	\$	3,486.15
P.S. Fee/Profit	\$	878.14
Total	\$	15,480.03